



Five-Year Strategic Plan

January 1, 2026 - December 31, 2030

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Executive Summary

Deafinitely Housing is a community-driven nonprofit dedicated to advancing equitable, accessible, and affordable housing solutions with personalized services and advocacy. This five-year strategic plan establishes a clear and concise roadmap to build organizational capacity, develop responsive housing solutions, strengthen community partnerships, and ensure long-term financial sustainability for deaf, deafblind, deafdisabled, and hard of hearing (DDBDDHH) communities.

Mission Statement

To create equitable, accessible, and affordable housing solutions with personalized services and advocacy, fostering an inclusive and supportive environment for underserved communities, particularly deaf, deafblind, deafdisabled, and hard of hearing individuals.

Vision Statement

A world where everyone has equitable access to affordable housing and resources, promoting economic stability and meaningful connections within their communities.

Values (HEART)

Housing: We promote vibrant, safe, and welcoming living environments that support affordability, accessibility, and belonging for all regardless of background, identity, or ability.

Empowerment: We foster inclusive spaces where individuals and families are heard, supported, and encouraged to grow and thrive.

Authenticity: We lead with honesty, empathy, and intention, staying grounded in our mission and connected to the people we serve.

Reliability: We build trust by being consistent, dependable, and thoughtful in everything we do.

Transformation: We continually learn, adapt, and innovate to create housing solutions that uplift lives and strengthen communities.

Motto

Housing is the HEART of a thriving community!

Strategic Planning Period

January 1, 2026 - December 31, 2030

Organizational Overview

Background

Deafinitely Housing was founded in response to longstanding housing inequities experienced by the DDBDDHH communities. These inequities include limited accessible and affordable housing options, a lack of culturally and linguistically responsive services, and systemic barriers to navigating housing systems. Deafinitely Housing was established to address these gaps through housing navigation, advocacy, and the development of inclusive housing models.

Strategic Pillars

The organization's work throughout this five-year period is guided by three core pillars:

1. **Resource Navigation and Support**
Developing resource specialists who assist individuals and families with housing navigation and related support needs.
2. **Diverse Housing Solutions**
Creating housing solutions that meet diverse needs across the DDBDDHH community, including temporary housing for survivors of violence, family housing, and pathways to affordable homeownership.
3. **Community Living Opportunities**
Fostering community living opportunities for older adults and others who benefit from shared or supported living environments, such as transit-accessible options for deafblind individuals and group or cooperative housing models.

Target Population

Deaf, deafblind, deafdisabled, and hard of hearing individuals and families, as well as others who may benefit from our programs and services.

Programs and Services

- Housing navigation and resource coordination
- Community education and outreach
- Housing development and partnership initiatives
- Support for shared and community living models
- Advocacy and systems change efforts

Environmental Scan (SWOT Analysis)

Strengths

- Strong mission rooted in lived experience
- Commitment to accessibility, equity, and inclusion
- Clear and documented community need

Weaknesses

- Limited staffing and financial resources as a newer organization
- Implementation of internal systems and infrastructure
- Gaps in accessible, affordable housing options tailored to DDBDDHH communities

Opportunities

- Growing public awareness of accessible housing needs
- Potential partnerships with housing authorities, developers, and community organizations
- Increased interest in inclusive and community-based housing models

Threats

- Competitive funding environment
- Economic fluctuations impacting housing development
- Regulatory and compliance challenges

Strategic Initiatives

The five strategic initiatives are presented in no particular order and are considered equally important to DHousing's overall mission and strategic direction.

The strategic initiatives outlined in this plan reflect Deafinitely Housing's overall direction for 2027-2031. Implementation will occur as organizational capacity, volunteer availability, funding, partnerships, and other resources allow. The plan may be reviewed and adjusted as Deafinitely Housing's capacity and circumstances evolve.

Organizational Development

Goal: Strengthen internal capacity to support sustainable operations and program growth.

Key Actions:

- Hire and onboard key staff, including Executive Director, Development Director, and Resource Specialist, along with contractors to support programmatic and operational needs.
- Establish and optimize financial, administrative, and operational systems.
 - Maintain and periodically review core governance and operational documents, including the Board Handbook, Employee Handbook, and Financial Policies and Procedures Manual.
 - Monitor and update these documents as needed to reflect organizational growth, regulatory changes, and best practices.
 - Establish regular internal review processes to ensure continued compliance, efficiency, and alignment with strategic goals.
 - Create operational workflows for program management, including intake, service delivery, and reporting.
 - Ensure compliance with regulatory, legal, and nonprofit governance requirements.
- Implement processes for tracking organizational performance and reporting
 - Track key metrics related to staffing, programs, and financial health in a simple, practical way (e.g., number of clients served, funds raised, housing units developed).
 - Establish regular reporting schedules for the board and funders.
 - Use collected data to inform decisions, identify trends, and support organizational growth.

Community Engagement and Trust Building

Goal: Strengthen relationships with the DDBDDHH community and key allies through accessible, inclusive, and multi-channel engagement.

Key Actions:

- Host community forums, listening sessions, and other engagement activities to gather input and feedback from the community and build relationships with local partners and stakeholders
- Develop culturally and linguistically accessible outreach materials, including newsletters, brochures, and social media content.
- Engage the community through social media platforms to raise awareness, provide updates, and encourage participation in programs and events.

- Organize fundraising activities and community events that foster connection, visibility, and financial support for the organization.
- Collect and incorporate community feedback to continuously improve programs and services.

Program and Housing Development

Goal: Develop and expand resources and housing programs that provide long-term, accessible, affordable, and inclusive solutions.

Key Actions:

- Conduct community needs assessments to identify housing and service gaps for individuals and families.
- Design and implement resources, services, and housing initiatives based on identified community needs including, family housing, shared and supportive living, emergency and transitional housing, and community living opportunities.
- Secure funding and develop partnerships with funders, housing authorities, developers, and nonprofit organizations.
- Ensure that resources and services are accessible and inclusive, and that housing programs prioritize accessibility, affordability, and inclusivity.

Financial Sustainability and Long-Term Financial Infrastructure

Goal: Establish diversified and durable funding streams and ensure long-term financial infrastructure.

Key Actions:

- Implement clear and consistent donor and grant development strategies and systems, including a grant tracker, donor list, fundraising avenues and event frequency, and donation acknowledgment process.
- Establish and grow an organizational endowment fund beginning in by allocating 1-5% of individual donations, subject to legal and regulatory approval.
- Explore mission-aligned earned-income opportunities, such as providing accessibility training or consulting, developing fee-for-service housing support programs, or generating modest rental income from accessible housing projects, to support financial sustainability while maintaining affordability for the community served.
- Explore and initiate the Federal Deposit Insurance Corporation (FDIC) certification contingent upon eligibility and grant funding in Year 4.

Advocacy, Systems Change, and Visibility

Goal: Influence policy, advance systems change, and raise awareness of accessible housing needs.

Key Actions:

- Build and strengthen advocacy partnerships and coalitions with local, state, and national stakeholders.
- Engage policymakers, regulatory bodies, and funders through meetings, briefings, and formal recommendations.
- Develop and disseminate accessible educational materials and toolkits to raise awareness of housing barriers and solutions for the DDBDDHH communities.
- Represent Deafinitely Housing at relevant conferences, forums, and public events to establish credibility and visibility.
- Track advocacy efforts, policy engagement, and visibility initiatives to measure impact and inform future strategies.

Implementation Plan

- Conduct quarterly review meetings between the Board and the Executive Director.
- Review and monitor annual action plans for each strategic priority.
- Provide quarterly progress reports to the community and stakeholders.
- Adjust strategies based on outcomes and community feedback.

Evaluation and Success Metrics

Progress and success will be measured using both quantitative and qualitative indicators, including:

- Number of individuals and families served annually
- Amount and diversity of funding secured
- Number of housing units developed, supported, or facilitated
- Number of partnerships established
- Board and staff engagement and satisfaction
- Number of community events or outreach activities
- Community feedback about feeling supported or included
- Stories or testimonials from individuals or families served
- Board or partner reflections on the effectiveness of collaboration

- Observed improvements in housing access and solutions

Supporting materials, including board member resumes, organizational documents, budget projections, and timelines, are available upon request for funders and partners.